

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

9/6/2018

Game #	2016	Confirmed Packs	5,471
Game Name	Wild 7s	Active Packs	4,586
Quantity Printed	16,392,375	Warehouse Packs	2,675
Price Point	\$3	Returned Packs	4
Start Date	1/2/2018	Printed Payout Percentage	66.00%
Top Prize	\$ 77,000	Percent Sold	88.06%
Number of Top Prizes Remaining	2	Number of Weeks Out	35

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 411,449	Actual ticket production costs
Prize payout expense	\$ 26,999,166	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs \$ 27,410,615

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 43,305,376	Based on # of tkts printed, times % sold from DaVinci report, times the price point
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Total Estimated Benefits \$ 43,305,376

Excess of Revenue over Expended \$ 15,894,762

INTANGIBLE POSITIVE BENEFITS:

- Allows for open bin space for new games at same price point with higher average weekly sales.
- Allows retailers to return inventory to TLC that is not selling thus releasing their financial burden

INTANGIBLE NEGATIVE BENEFITS:

- There are still valuable prizes remaining in this game.

Assumptions:

- Estimated sales revenue is calculated based on the number of tickets printed times the percent sold from the DaVinci report. The percent sold amount is based on pack settlements. Some partial packs could be returned thus slightly reducing the sales revenue amount reported above.

Weekly Sales Comparison Information

Previous 3 Weeks Sales from DaVinci		
Most recent week sales	\$	570,495
Next week	\$	512,298
Next week	\$	530,067
Avg Weekly Sales Current Game	\$	537,620
Avg Weekly Sales \$3; 20M - 24.99M Qty*	\$	1,398,153
Percentage Of Variance In Sales		62%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	2016	Printed Payout Percentage	66.00%
Game Name	Wild 7s	Actual Payout Percentage	62.35%
Percent Sold	88.06%	Number of Weeks Out	35
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			38*

* No data at the 15-19.99M qty range, so the 20-24.99M qty range was used.

Recommendation

☒ Based on the findings in this Summary Report, I am recommending closing the above game.

☐ I am recommending closing the above game based on the below business reason(s):

Dale Boursal 9/6/18
Instant Product Coordinator Date

Phu 9/6/18
Products Manager Date

By signing below, I agree with the recommendation of the Products Department Staff to close the above game.

Lottery Operations Division Director

Exec Director Date

**Not Required
>85% Sold**



Play the Games of Texas!

Da Vinci Report

Week End Date: 9/1/18

9/4/18

Product Line	Game	\$	Tix Run	Name	Start	Call	Close	Wks	% Sold	Confirmed	Active	Ware	Return	Net Sales			
														9/1/18	8/28/18	8/18/18	8/11/18
Mature	1866	\$3	41,524,725	TEXAS LOTERIA	3/14/17			77	86.08%	20,270	11,489	39,877	7	\$1,389,150.00	\$1,306,515.00	\$1,318,029.00	\$1,317,894.00
	2016	\$3	16,392,375	WILD 7S	1/2/18			35	88.05%	5,471	4,586	2,675	4	\$570,495.00	\$512,298.00	\$530,067.00	\$553,449.00
	1871	\$5	15,075,300	\$100,000 BINGO-RAMA	10/2/17			48	79.94%	11,683	7,102	18,789	9	\$955,040.00	\$888,570.00	\$899,765.00	\$901,880.00
	1882	\$5	18,021,075	BONUS BREAK THE BANK	11/29/17			39	79.81%	14,705	8,232	21,733	2	\$1,611,590.00	\$1,568,710.00	\$1,563,160.00	\$1,566,990.00
	2038	\$5	7,339,500	CINCO	4/2/18			22	58.55%	4,431	2,210	30,128	1,720	\$253,550.00	\$256,795.00	\$280,930.00	\$337,200.00
	1859	\$5	22,450,575	CROSSWORD CONNECT	6/28/17			61	78.83%	11,540	6,415	41,845	10	\$1,268,485.00	\$1,211,135.00	\$1,240,120.00	\$1,236,845.00
	2013	\$5	21,411,450	LUCKY 7S	12/18/17			37	77.84%	7,944	4,264	48,236	21	\$1,113,045.00	\$1,065,855.00	\$1,075,985.00	\$1,109,280.00
	2032	\$5	7,706,850	PHAROAH'S GOLD	5/2/18			15	48.94%	7,219	4,493	38,036	220	\$572,630.00	\$640,135.00	\$705,685.00	\$782,330.00
	1877	\$5	40,544,550	SUPER LOTERIA	12/1/17			38	60.70%	25,094	10,516	169,427	3	\$3,420,220.00	\$3,355,890.00	\$3,352,565.00	\$3,359,765.00
	1844	\$5	7,192,125	THE MONEY GAME	5/7/18			17	60.38%	6,390	3,732	25,634	82	\$477,305.00	\$540,040.00	\$589,640.00	\$626,410.00
	1759	\$10	28,632,550	\$200 MILLION PAYOUT	8/1/16			109	74.31%	8,269	4,652	130,488	16	\$1,381,590.00	\$1,313,450.00	\$1,279,340.00	\$1,270,420.00
	2046	\$10	8,311,000	50X THE CASH	5/7/18			17	64.79%	17,220	8,443	28,472	0	\$2,722,620.00	\$2,655,700.00	\$2,635,820.00	\$2,668,450.00
	1860	\$10	13,338,450	BIG PLAY CASHWORD	7/17/17			59	79.99%	11,587	6,392	32,208	6	\$1,515,880.00	\$1,489,280.00	\$1,460,620.00	\$1,480,900.00
	1885	\$10	26,550,900	MEGA LOTERIA	9/18/17			50	80.92%	24,570	9,874	59,201	3	\$4,625,970.00	\$4,420,070.00	\$4,382,000.00	\$4,356,080.00
	2018	\$10	14,595,550	SUPER 7S	1/2/18			35	74.91%	10,022	5,107	54,507	8	\$1,988,560.00	\$1,860,820.00	\$1,909,660.00	\$1,903,850.00
	2021	\$20	9,179,100	\$1,000,000 BIG MONEY	1/2/18			35	40.78%	9,516	4,678	200,349	53	\$994,700.00	\$989,780.00	\$1,015,080.00	\$993,080.00
	1884	\$20	7,155,300	\$100 MILLION TEXAS RICHES	2/5/18			30	60.83%	11,443	5,253	91,793	39	\$1,628,360.00	\$1,560,860.00	\$1,598,040.00	\$1,636,940.00
Out of Wareh	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15			172	39.74%	7,059	3,042	810,001	32	\$1,078,890.00	\$1,039,060.00	\$1,047,520.00	\$1,050,780.00
	2047	\$20	9,177,950	100X THE CASH	4/2/18			22	50.60%	21,338	8,148	146,801	13	\$3,323,000.00	\$3,151,200.00	\$3,172,040.00	\$3,160,640.00
	1838	\$20	34,728,300	INSTANT MILLIONAIRE	5/15/17			68	26.17%	11,082	5,572	1,004,469	26	\$1,729,920.00	\$1,586,640.00	\$1,640,540.00	\$1,624,380.00
	2014	\$20	9,178,150	MEGA 7S	12/4/17			39	75.13%	12,238	4,971	70,172	11	\$2,239,920.00	\$2,040,960.00	\$2,088,620.00	\$2,086,220.00
	2002	\$20	5,959,050	ULTIMATE CROSSWORD/BINGO	10/2/17			48	82.21%	9,209	3,974	25,328	34	\$1,502,240.00	\$1,467,500.00	\$1,413,140.00	\$1,436,980.00
	2053	\$30	34,080,725	\$750 MILLION WINNERS CIRCLE	3/19/18			24	11.89%	17,247	8,048	1,170,025	6	\$4,867,110.00	\$4,363,410.00	\$4,272,660.00	\$4,274,180.00
	1899	\$50	3,634,340	TEXAS LOTTERY PLATINUM	10/16/17			46	64.60%	5,838	2,433	53,926	24	\$1,339,100.00	\$1,276,800.00	\$1,322,150.00	\$1,273,200.00
	2030	\$50	3,670,680	ULTIMATE 7S	2/19/18			28	55.64%	9,941	4,205	64,114	43	\$2,456,550.00	\$2,381,900.00	\$2,404,000.00	\$2,458,900.00
	2058	\$1	9,295,500	BLACKJACK	6/4/18			13	84.39%	4,004	3,269	8	312	\$294,995.00	\$339,394.00	\$431,705.00	\$538,913.00
	2050	\$1	9,301,650	SUPER 8S	6/27/18			9	81.40%	5,143	4,884	0	23	\$472,011.00	\$581,736.00	\$754,101.00	\$877,615.00
Sold/Closing	1626	\$1	1,091,250	DID I WIN?	9/12/14			207	0.00%	0	0	446	245	\$0	\$0	\$0	\$0
	1622	\$1	11,141,400	PICK 3	2/5/18			30	83.96%	143	190	3,937	4,963	\$17,487.00	\$20,395.00	\$44,803.00	\$81,871.00
	2037	\$1	9,299,250	SOME LIKE IT HOT	4/2/18			22	90.92%	699	807	0	2,378	\$46,583.00	\$54,791.00	\$64,999.00	\$76,667.00
	1857	\$1	30,420,450	WEEKLY HALF GRAND	10/2/17			48	88.87%	196	46	7,224	5,069	\$14,550.00	\$33,645.00	\$64,154.00	\$169,400.00
	1874	\$2	7,249,875	BIG MONEY	1/15/18			33	90.27%	97	57	0	3,621	-\$2,078.00	-\$12,268.00	\$128.00	\$37,668.00

Da Vinci

Liability for 2016 / for Life to Date

Product Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 12/07/2017 - 12/31/2037

Outstanding Prizes

Tier	Ref	SmartCash	Tier Value	Count	Amount	Tickets Paid Life to Date	Amount Paid Life to Date	% paid	Est. Tickets Sold
1	1	N/A	\$3.00	347254	\$1,041,762.00	1226489	\$3,679,467.00	77.93%	12775318
2	2	N/A	\$6.00	27512	\$165,072.00	103627	\$621,762.00	79.02%	12953375
3	3	N/A	\$6.00	37394	\$224,364.00	224784	\$1,348,704.00	85.74%	14054358
4	4	N/A	\$6.00	136570	\$819,420.00	519225	\$3,115,350.00	79.17%	12978645
5	5	N/A	\$9.00	8955	\$80,595.00	56644	\$509,796.00	86.35%	14154631
6	6	N/A	\$9.00	8574	\$77,166.00	57000	\$513,000.00	86.92%	14249022
7	7	N/A	\$9.00	40289	\$362,601.00	221964	\$1,997,676.00	84.64%	13874072
8	8	N/A	\$9.00	6660	\$59,940.00	26143	\$235,287.00	79.70%	13064227
9	9	N/A	\$15.00	3948	\$59,220.00	28814	\$432,210.00	87.95%	14417004
10	10	N/A	\$15.00	4816	\$72,240.00	27946	\$419,190.00	85.30%	13982702
11	11	N/A	\$15.00	6475	\$97,125.00	26262	\$393,930.00	80.22%	13150152
12	12	N/A	\$18.00	3996	\$71,928.00	28766	\$517,788.00	87.80%	14392987
13	13	N/A	\$18.00	5453	\$98,154.00	27350	\$492,300.00	83.38%	13667391
14	14	N/A	\$18.00	4973	\$89,514.00	27764	\$499,752.00	84.81%	13902248
15	15	N/A	\$18.00	6517	\$117,306.00	26286	\$473,148.00	80.13%	13135687
16	16	N/A	\$18.00	6429	\$115,722.00	26308	\$473,544.00	80.36%	13173186
17	17	N/A	\$24.00	3994	\$95,856.00	28843	\$692,232.00	87.84%	14398552
18	18	N/A	\$24.00	5419	\$130,056.00	27418	\$658,032.00	83.50%	13687186
19	19	N/A	\$24.00	4016	\$96,384.00	28746	\$689,904.00	87.74%	14382980
20	20	N/A	\$24.00	6397	\$153,528.00	26406	\$633,744.00	80.50%	13195654
21	0	N/A	\$30.00	1673	\$50,190.00	12015	\$360,450.00	87.78%	14388835
22	0	N/A	\$30.00	2405	\$72,150.00	18084	\$542,520.00	88.26%	14468237
23	0	N/A	\$30.00	3265	\$97,950.00	24062	\$721,860.00	88.05%	14433832
24	0	N/A	\$30.00	553	\$16,590.00	2158	\$64,740.00	79.60%	13048596
25	0	N/A	\$60.00	995	\$59,700.00	5828	\$349,680.00	85.42%	14001870
26	0	N/A	\$60.00	1595	\$95,700.00	12099	\$725,940.00	88.35%	14483083
27	0	N/A	\$60.00	5246	\$314,760.00	26239	\$1,574,340.00	83.34%	13661093
28	0	N/A	\$60.00	518	\$31,080.00	2217	\$133,020.00	81.06%	13287713
29	0	N/A	\$90.00	3345	\$301,050.00	25084	\$2,257,560.00	88.23%	14463622
30	0	N/A	\$90.00	830	\$74,700.00	6016	\$541,440.00	87.88%	14404985
31	0	N/A	\$90.00	282	\$25,380.00	1080	\$97,200.00	79.30%	12998359
32	0	N/A	\$300.00	22	\$6,600.00	115	\$34,500.00	83.94%	13760022
33	0	N/A	\$300.00	112	\$33,600.00	979	\$293,700.00	89.73%	14709564
34	0	N/A	\$300.00	215	\$64,500.00	1153	\$345,900.00	84.28%	13816087
35	0	N/A	\$300.00	33	\$9,900.00	105	\$31,500.00	76.09%	12472459
36	0	N/A	\$3,000.00	4	\$12,000.00	2	\$6,000.00	33.33%	5464125
37	0	N/A	\$3,000.00	1	\$3,000.00	9	\$27,000.00	90.00%	14753138
38	0	N/A	\$3,000.00	1	\$3,000.00	9	\$27,000.00	90.00%	14753138
39	0	N/A	\$3,000.00	1	\$3,000.00	2	\$6,000.00	66.67%	10928251
40	0	N/A	\$77,000.00	2	\$154,000.00	6	\$462,000.00	75.00%	12294280
Totals:				696739	\$5,456,803.00	2,904,047	\$26,999,166.00		

No.

09/06/18

Game Name
Wild 7s

Game No
2016

Inv No.
90098444

Vendor
IGT

TLC PO #
362-18-9009 RL005

Description/Tickets Delivered Qty

16,392,375

Units per 1000
16,392.38

Unit Price
\$25.10

Amount

\$411,448.62
\$411,448.62

Delivered
Ordered

16,392,375
16,080,000

2% under
2% over

15,758,400
16,401,600

Acceptable
Range

0

Sub Total
Total

\$411,448.62
\$411,448.62

Instant Ticket Game Analysis
2/28/16-2/24/18

Average Number of Weeks for 85% Average Sell Through

Price Point					Price Point			
Print Quantities	\$1	\$2	\$3	\$5	Print Quantities	\$10	\$20	\$50
< 5M	None	Week 12*	None	None	2M	None	None	None
5M-9.99M	Week 16	Week 19	Week 17	Week 18	3M	None	None	None
10M-14.99M	Week 19	None	None	None	4M	None	None	None
15M-19.99M	None	None	None	Week 52*	5M	Week 19	Week 43*	None
20M-24.99M	None	Week 34*	Week 38*	Week 59*	6M	Week 15	None	None
25M-29.99M	None	Week 39*	None	None	7M	None	Week 49*	None
30M-34.99M	Week 41*	None	None	Week 39*	8M	None	Week 35*	None
>35M	None	Week 61	Week 50	Week 52*	>9M	Week 31	Week 41*	None

Average Weekly Dollar Sales at 85% Average Sell Through

Price Point					Price Point			
Print Quantities	\$1	\$2	\$3	\$5	Print Quantities	\$10	\$20	\$50
< 5M	None	\$714,918	None	None	2M	None	None	None
5M-9.99M	\$512,110	\$743,055	\$1,109,054	\$1,865,496	3M	None	None	None
10M-14.99M	\$511,766	None	None	None	4M	None	None	None
15M-19.99M	None	None	None	\$1,508,375	5M	\$2,537,188	\$2,329,740	None
20M-24.99M	None	\$1,078,385	\$1,398,153	\$1,450,990	6M	\$3,483,559	None	None
25M-29.99M	None	\$1,309,641	None	None	7M	None	\$2,502,908	None
30M-34.99M	\$636,048	None	None	\$3,329,657	8M	None	\$3,985,513	None
>35M	None	\$1,023,347	\$1,825,122	\$3,361,809	>9M	\$3,614,099	\$3,781,160	None

None = no games at this level with 85% sell through
* only one game at this level with 85% sell through

Excludes Promotional Tickets
Unaudited - For Internal Use Only